bikky

The real difference between a CDP and a CRM for a restaurant brand

CRM

Customer Relationship Management
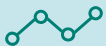
A CRM tracks customer communications & helps nurture relationships.

CDP

Customer Data Platform

A CDP ingests behavioral, transactional, structured, and unstructured data from different sources into one repository with unified profiles of the customer.

CRM	CDP
Focus on customer engagement	Focus on data and insights
End users: Sales & Marketing, primarily	End users: Entire C-Suite, Marketing, GM's
Typically 1-3 inputs for data	Typically 5+ inputs for data. Often thought of as "sources"; & typically 3+ "destinations" for marketing platforms
Primary function: Manage customer relationships, move prospects down the funnel, close new customers, retain existing customers	Primary function: Understand customers, see insights in one place, drill into personas, make faster & smarter decisions
Does not provide integration flexibility to support full customer experience	Provides integration flexibility to support full customer experience
Main source of data entry is manual	Entry of data is typically automated
Ingests from operating teams and systems (i.e. hosts, maitre D, general manager, reservation platform, OO, loyalty)	Ingests from operating systems and offers bi-directional sync to marketing systems, showing ROI

Insights typically stop at Descriptive and Diagnostic	Insights move into Predictive and Prescriptive
Email address used as unique identifier	Email, credit card, or phone as unique identifier
Origin: teams were keeping knowledge of customers in books or in their heads	Origin: customer data is being tracked digitally, but in many different systems that don't connect
Gives a ≤ 270° view of customer (not a rule, just a guideline)	Gives a 360° view of customer

Where there's overlap

Centralize data, provide visibility and accessibility into it	Can serve as a bridge between operations and marketing
Ingest from multiple different sources	Do profile matching and create new profiles, help to deanonymize guests
Can connect to marketing automation	Drive better business organization, efficiency, time management, and client relationships
Become a source of truth for customer history	Have customer profiles (often called "contact records" for CRM vs. "guest profiles" for CDP")

What is Bikky?

Bikky is a guest data platform for restaurants. We break down silos across POS, online ordering, reservation, and loyalty platforms to give a 360° view of guests. Brands like Boqueria, Urbanspace, and Westville use deep insights in Bikky to personalize engagement and to 3x customer lifetime value.

Sources